

Torrance Herald

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V. HAROLD KINGSLEY Editor ROVER C. WHYTE Business Manager

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OFFICIAL PAPER OF THE CITY OF TORRANCE

Published weekly at Torrance, California, and entered as second-class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

THE HERALD'S PLATFORM FOR TORRANCE

- 1-Ornamental Lighting System. 2-Interchange of Freight Between P. E. and Santa Fe. 3-Western Avenue Bus Line. 4-Hollywood - Palos Verdes Park-way. 5-New School North of Carson St. 6-Aviation Field. 7-Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8-The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

WELCOME TO THE ENO RUBBER CORPORATION

TORRANCE welcomes the Eno Rubber Corporation to her roster of industries.

Captained by Roy R. Musser, a business executive of proven ability, the Eno Company in the past two years has gained an enviable position in the Pacific Coast rubber industry.

The growth of small industries into great institutions provides much of the romance of modern American history. Old residents of Torrance remember when John Salm launched his industry here.

The Salm Manufacturing Company is an industry of which Torrance may justly be proud. It grew up here. It is an integral part of the city.

The Eno Corporation already employs more than 30 men. With facilities for increased production for the satisfaction of a steadily increasing supply of industrial rubber products and rubber specialties, the Eno Company is certain to grow.

We congratulate Mr. Musser and his associates on their success in completing negotiations for the Hendrie plant.

We congratulate Carl Hyde of the Torrance Chamber of Commerce for the excellent work he did on behalf of this new Torrance industry and we congratulate Torrance upon securing such a thriving and promising factory.

The purchase of the Hendrie plant by the Eno Corporation once again establishes the value of the oft-mentioned community co-operation. Charles Mueller of the Pacific Electric Company heard that the Eno Company's lease in Los Angeles was soon to expire.

Other citizens with tips, with ideas, with opinions will do well to follow Mr. Mueller's example and take them to Mr. Hyde, who is working faithfully and intelligently to make the Chamber of Commerce what it is supposed to be—an institution for the progress and welfare of Torrance and a clearing house of community thought and activity.

Mr. Musser's statement regarding the help he received from Mr. Hyde is eloquent testimony of what an industrial executive considering a location in Torrance thinks of the Torrance "clearing house of thought and activity."

SOME OF THE SELLING POINTS ON TORRANCE

ONE of the best ways to sell yourself on Torrance is to pilot a stranger around this city.

We who live here are apt to take our advantages for granted, forgetting those assets which make Torrance stand out with individuality over other cities.

The stranger's eye is taken with the many paved streets, well kept and clean; with the beautiful trees, now in their youth, but bearing maturity, that line our residence streets; with the absence of unsightly telephone poles on our thoroughfares; with the trim little parks that are so green and well-groomed; with the potential possibilities for growth that rest with Torrance industries; with the nicely balanced and excellent combination of the utilitarian and the beautiful.

When the stranger learns the facts about the Jared Sidney Torrance Memorial Hospital and views its graceful and well-proportioned beauty, he is even more impressed.

When he learns how the Women's Clubhouse was built and how it is being financed; how Torrance is supporting its American Legion; how scientifically its streets are planned, he becomes enthusiastic.

When he finds that sewers and water pipes are located

in alleys so that it is not necessary to tear up pavements to make connection, he is even more attracted.

And then when he sums up the total of all these assets he wonders why Torrance is not a city of about 15,000.

What he doesn't know perhaps is that the oil boom set Torrance back several years.

But what we who live here ought to realize is that the oil boom liability has been written off—and that it remains for us to appreciate the value of Torrance ourselves, get together with no regard for pure selfishness and with the enlightened selfishness that is based on a friendly community spirit, grasp the opportunity that residence in Torrance gives us to carry on until this city progresses to the point which it deserves.

WESTERN AVENUE BUSES ARE SORELY NEEDED

TORRANCE was not designed as a "bedroom" for Los Angeles. It was built to live on its own account. Unlike Inglewood and Compton, Torrance possesses within its own limits the resources for a large population.

Yet added to these resources which are bound up in its industries, Torrance is more modern and more attractive in most details than any of the "bedroom" towns of the southwest.

One very important essential is lacking—transportation. The fare from Torrance to Los Angeles is far too high. It discriminates against Torrance. To get to Hollywood from here by street car spoils half a day—not to mention inconvenience and tedium.

The State Railroad Commission has before it an application for a bus line franchise from Long Beach to Hollywood via Torrance and Western Avenue.

We cannot see how this body can refuse such a permit. Such a bus line would serve a great and densely populated district. It would provide service for thousands outside of Torrance.

TORRANCE INDUSTRIAL ADVANTAGES

Well situated industrial acreage in Torrance is cheaper than any available in the harbor district.

This fact alone assures the industrial future of Torrance. Property adjacent to boulevards and railroad tracks may be secured in Torrance for \$1500 to \$3000 an acre.

Similarly located industrial land in other sections of the district is much higher in price.

Add to the low cost of land the industrial environment, a start which Torrance already has, and you have a sum that represents a brilliant manufacturing future here.

The Ford move to Long Beach will be followed by many more of a similar nature.

A factory located on Los Angeles land with a value of \$20,000 to \$100,000 an acre is handicapped with a tremendous carrying charge. Volume of business must be extremely large to meet this. As land increases in value Los Angeles industries will soon reach the point at which it is impossible to do business thereon at a profit.

Some of them have reached this point already and are looking harborward for new and less costly locations.

When the Santa Fe industrial tract is developed here, none that is seeking a new location will overlook Torrance.

For the Santa Fe plans call for the most modern industrial subdivision possible—and located in a city already well industrialized, with the advantages of climate, drainage, soil-strength, a ready labor-market and proximity to tide-water.

Mr. and Mrs. John Cone of 25th street, have returned from a week's vacation at Elnore.

Mr. Powell, who is employed at the high school, has moved into the Sellard home on 25th street.

George Miller of Redondo boulevard and C. D. Kette of Oak street enjoyed a holiday camping trip to San Diego.

Mr. and Mrs. P. J. Gallagher of San Pedro were recent guests of Mr. and Mrs. Andrew Synott of 25th street.

Mr. and Mrs. O. L. Hughes and family and Mr. and Mrs. Lynden Lowe and family attended Angels Temple Sunday.

Mrs. Alfred Rosenberg of Walnut boulevard has returned from a week's visit with her daughter in Los Angeles.

Mr. and Mrs. Thomas Scarvin spent the holidays with relatives in Glendale.

Mr. and Mrs. J. L. Luck of 25th street were guests Saturday of Mrs. Evie Luck of Long Beach.

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Short Furrows

By KIN HUBBARD



A DOCTOR BILL ARRIVIN' ON TH' EVE OF A NEW SEDAN

Oscar Moots wuz all worked up an' on th' point o' buyin' a car this mornin' when he received a terrific doctor bill, an' it wuz almost bedtime before he could pull himself t'gether an' refresh his memory. But he finally recalled that some years ago he had double pneumonia an' his wife hurt her back carryin' a stove upstairs. So many doctors are indifferent about sendin' bills, especially good ole doctors. Young, strugglin' doctors hain't so bad. They ain't get a bill t' a patient as soon as he's able t' werry down a soft egg, but if th' patient happens t' have sick insurance they won't advise an egg under three weeks, an' they'll call three times a day. As indifferent as most doctors are about their accounts they never fall t' time their bills t' hit us just as we're considerin' a new roof, or a planner, or new tires. We never git a doctor bill after we've had our car repaired, or bought a new set o' teeth, or some other luxury. A doctor's bill allus shows up right on th' eve o' some excitin' expenditure. Tell Binkley says he allers runs in debt fer things so his doctor won't send him a bill. He's owed Dr. Moppes \$15 for seven years, an' he don't even speak t' him any more he's owed him so long. Quack doctors take no chances. We've got t' sign up before they'll pull their aprons on, an' if we hain't got nothin' tangible we have t' revert t' our

regular doctors an' diet an' keep off our feet. So many folks want t' be whacked open an' readjusted an' sewed up or they think a doctor hain't earned his money. Good, first class doctors charge for what they know, but very often they'll tune up a workin' man's liver for a third less'n they'll charge a wealthy merchant or manufacturer. Myrtle Purviance, o' th' Monarch, 5 & 10, got a multiple tripod or multiple adroit, or manual operation fer \$22, an' Em Moots' rich niece paid \$186, not countin' bills fer ambulance, hospital, oranges an' magazines, fer th' same whatever it wuz. But th' doctor's profession is a noble one, an' we should rejoice that men walk th' earth who kin restore us t' health an' happiness no matter how much it costs us. But society is filled with people swellin' around without appendixes, an' built up arches, patched kidneys, softened up livers, scarred lungs, an' bored out noses who ought t' sell out an' spread th' money among their doctors. —Copyrighted.

LOCAL NOTES

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Professional Directory

DR. MAUDE R. CHAMBERS Chiropractor 820 Cota Ave. Torrance Phone 109-W Hours 9 to 7, except Thursday

Dr. C. E. Hotchkiss Chiropractor X-Ray and Laboratory Service 1311 Sartori Ave, Levy Bldg. Phone 206 Torrance

DR. R. A. HOAG DENTIST New Edison Bldg. 1419 Marcelina Ave. Just West of Postoffice Complete X-Ray Service Torrance Phone 198

Dr. O. E. Fossum Dentist X-Ray Service Hours Sam Levy Bldg. 9 a. m. to 5 p. m. 1311 Sartori Ave. Phone 186—Torrance Calif.

PERRY G. BRINEY ATTORNEY-AT-LAW 110 First National Bank Bldg. Phone 159 Torrance

Dr. Norman A. Leake Physician and Surgeon Office, First National Bank Bldg. Telephone 90 Residence, 1525 Marcelina Ave. Telephone 13-M Torrance

J. R. JENSEN Attorney at Law State Exchange Bank Bldg. Torrance, California Phone Torrance 8

Drs. Lancaster and Shidler PHYSICIANS AND SURGEONS Phones Office, 14 House, 15 and 118 Office, First National Bank Bldg. Res., Cor. Post and Arlington Torrance California

Dr. A. P. Stevenson Physician and Surgeon Office, Sherman Bldg., 1337 El Prado Phone: House, 185-W Office, 96 Torrance, Calif.

CERTIFICATE OF BUSINESS Fictitious Firm Name

The undersigned does hereby certify that he is conducting a tailoring business at 834 and 835 Lowey's State Building, Los Angeles, California, under the fictitious firm name of Dundee Tailors, and that said firm is composed of the following persons, whose names in full and places of residence are as follows, to-wit: J. L. GOODMAN, 1133 Myrtle Ave., Long Beach, Cal. Witness my hand this 25th day of June, 1926. J. L. GOODMAN. Filed June 29, 1926. L. E. LAMPTON, County Clerk. By E. C. AYERBE, Deputy.

State of California, County of Los Angeles.—ss. On this 25th day of June, A. D. 1926, before me, W. E. Bowen, a Notary in and for the said County and State, residing therein, duly commissioned and sworn, personally appeared J. L. Goodman, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same. In Witness Whereof, I have hereunto set my hand and affixed my official seal the day and year in this Certificate first above written. W. E. BOWEN. (Seal) Com. expires 4/2/30.

NOTICE INVITING BIDS FOR CITY PRINTING

Sealed bids are hereby requested from all newspapers of general circulation as same are defined by Section 4460, Political Code, qualified to publish notices, ordinances, resolutions and other legal publications and advertising for the City of Torrance, for the doing of said advertising and printing for the fiscal year ending June 30th, 1927. Said bids will be opened July 19, 1926, at 8:30 o'clock P. M. By order of the Board of Trustees of the City of Torrance. A. H. BARTLETT, City Clerk. The rain is over. It's time to paint. Use Fabco Paints. Consolidated Lumber Co.—Adv.

ICE Pure Scored Ice Delivered Daily To your Refrigerator by HONEST, COURTEOUS MEN PHONE TORRANCE 193-R For us to start deliveries. UNION ICE CO. R. A. McFarland, Manager Cash and Carry Service Station at 2305 Arlington Ave., Torrance

LOW FARES EAST REDUCED roundtrip tickets sold daily until September 18; good until October 31. Stopovers. Make Reservations Now for Any Date Choice of four commanding transcontinental routes to the east. Go one way, return another if you wish. Send or call today for complete information about service and fares to your eastern destination. Tickets and steamer reservations for foreign lands. Ask about the new "Circle Tour of the United States" Southern Pacific Lines C. H. MUELLER, Agent Torrance Phone 20

\$12.95 and they're Genuine NEW Willard Batteries Torrance Auto Electric HARVEL GUTTENFELDER Phone 168 1312 Cabrillo Torrance The Willard Battery men

Visitors! Home folks! You can transfer all or part of your money to Bank of America without charge or loss of interest Savings Deposits made to and including July 10th, bear interest from July 1st. BANK OF AMERICA COMMERCIAL—SAVINGS—TRUST Head Office, 76a South Broadway Los Angeles, Calif. Torrance Branch Former State Exchange Bank Bldg. James W. Leech, Mgr. AN INCOME FROM THE SALE OF A NECESSITY 6% Preferred Stock at \$99 SOUTHERN CALIFORNIA GAS CO. STONE & MYERS LICENSED EMBALMERS AMBULANCE SERVICE TORRANCE LOMITA 1733 Carillo Phone 195 1204 Narbonne Phone 847